

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A graphical user interface for generating a mask to be combined with video programming, the graphical user interface comprising:

a billboard group comprising billboard triggers;

an article group comprising article triggers;

a mask template; and

an insertion component configured to allow a user to insert one or more of the triggers from the billboard group and the article group into the mask template.

2. The graphical user interface of Claim 1, wherein the article triggers are associated with articles stored within a database.

3. The graphical user interface of Claim 1, further comprising an article associating component configured to associate articles with system users based on one or more previously defined parameters.

4. The graphical user interface of Claim 3, wherein the parameters comprise at least one of an income range, a user location, a user gender, and a user age.

5. The graphical user interface of Claim 1, further comprising a combining component configured to combine the result of the insertion component with associated video programming and store the combination on non-volatile memory.

6. A method for generating a mask to be combined with video programming, the method comprising:

presenting a billboard group comprising billboard triggers;

presenting an article group comprising article triggers; and

inserting one or more of the presented triggers from the billboard group and the article group into a mask template.

7. The method of Claim 6, wherein the article triggers are associated with articles stored within a database.

8. The method of Claim 6, further comprising associating articles with system users based on one or more previously defined parameters.

9 10. The method of Claim 9, wherein the parameters comprise at least one of an income range, a user location, a user gender, and a user age.

10 11. The method of Claim 7, further comprising combining the result of inserting and storing the combination on non-volatile memory.

5 12. A graphic user interface for associating triggers for enhancing programming with video programming comprising:

a database of triggers;

means for associating one or a plurality of frames within the video programming with a specific trigger; and

10 video programming recording means for recording the one or plurality of frames within the video programming along with the associated triggers.

12 13. The interface of Claim 12, wherein associating comprises associating a plurality of triggers with the one or plurality of frames.

13 14. The interface of Claim 12 wherein associating comprises the selection of a plurality of triggers to fill a plurality of positions on a video viewing screen.

14 15. The interface of Claim 14, wherein associating comprises:
storing a mask of associated triggers at an addressable site on the internet; and
storing an address for the addressable site in association with the one or plurality of frames.

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